Market analysis and forecast: Establishing market size and forecast market trend: total market and by market segment. 16 Financial analysis: Analysis of key financial indicators; comparison of financial indicators Market share analysis and forecast with company norm. Forecast profitability development. Establishing who are the major brands and analyze their market shares. Forecast market development per brand and consumer segment. 20 Company mission and objectives: STRATEGIC DECISION: (1) If No: new objectives or Can the market growth guarantee sufficient sales and profits to meet exit the market (22). the predetermined objectives? No \rightarrow ask for new mission, or exit the market (go to 20) YES → develop marketing strategy (go to 24.) 24 IF YES: DEVELOP MARKETING STRATEGY Development of a strategy for each element of the marketing mix. 32 28 PROMOTION PRODUCT DISTRIBUTION ADVERTISING PRICE Strategy strategy strategy strategy strategy development development development development development 36 STRATEGIC DECISION: (2) Did we succeed in developing a marketing strategy that meets the predetermined sales and profit objectives? YES: implement plan (40) NO: Develop new strategies (38)

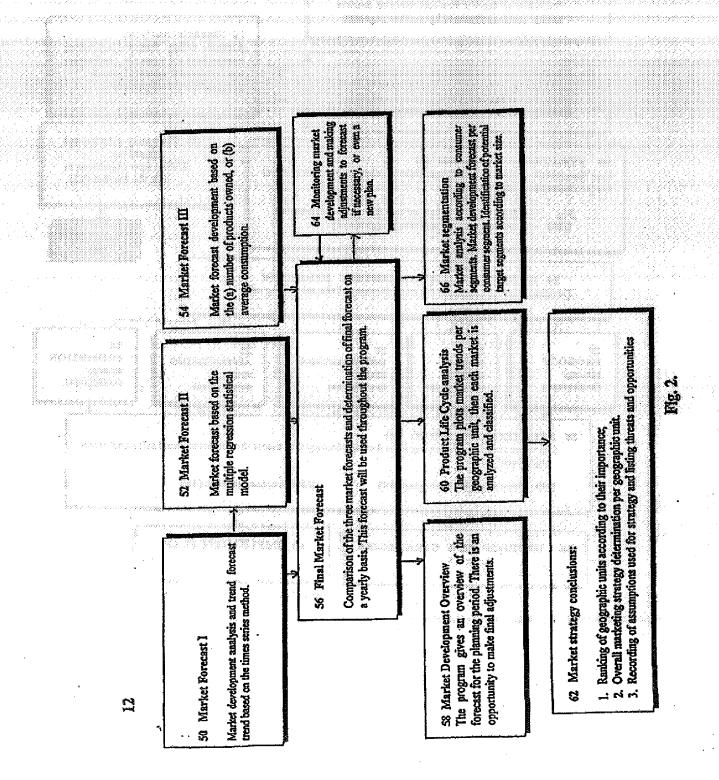
40 IMPLEMENT PLAN

Fig. 1

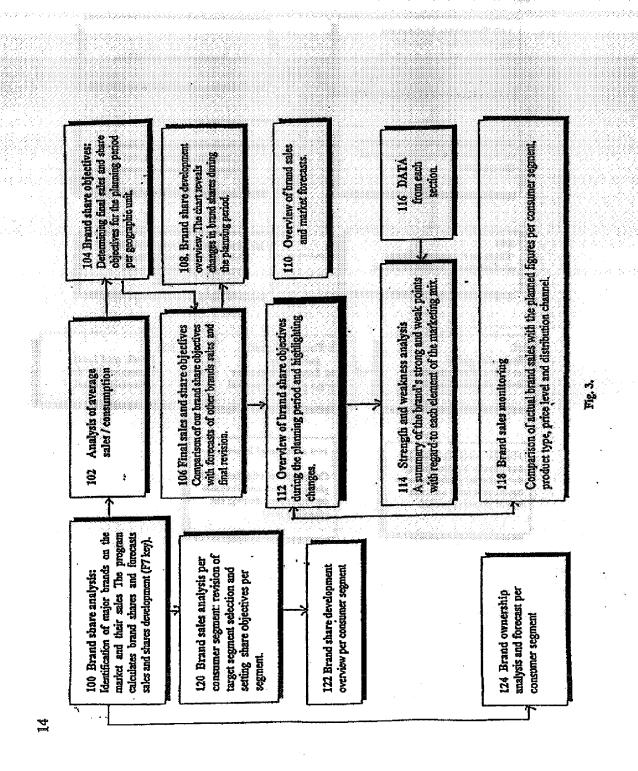
DEVELOP NEW STRATEGIES

Go to: 14.

38

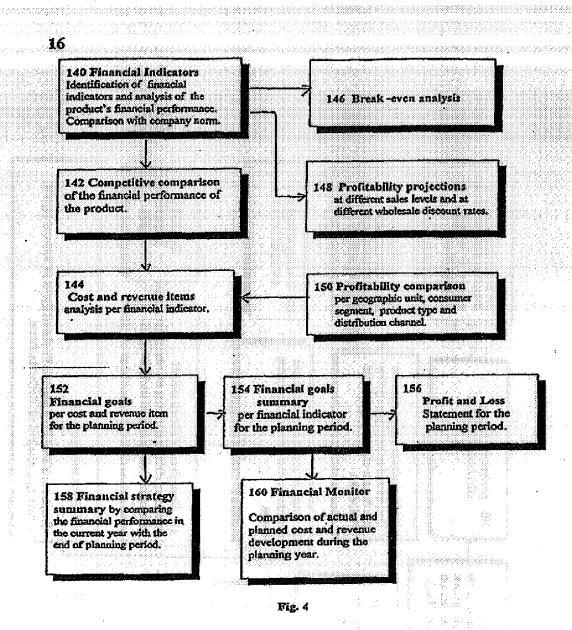


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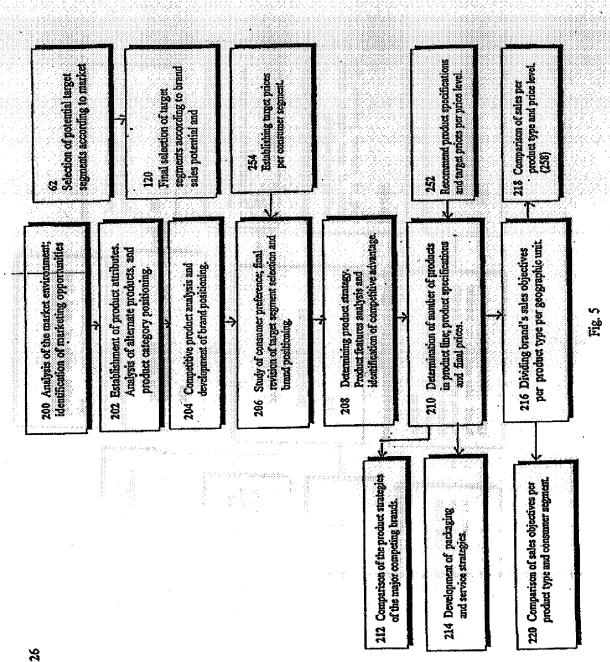


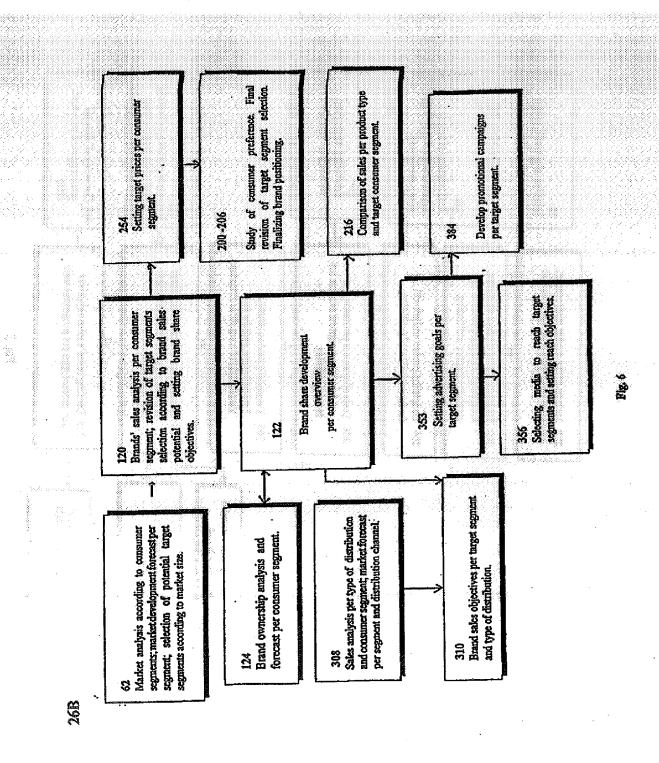
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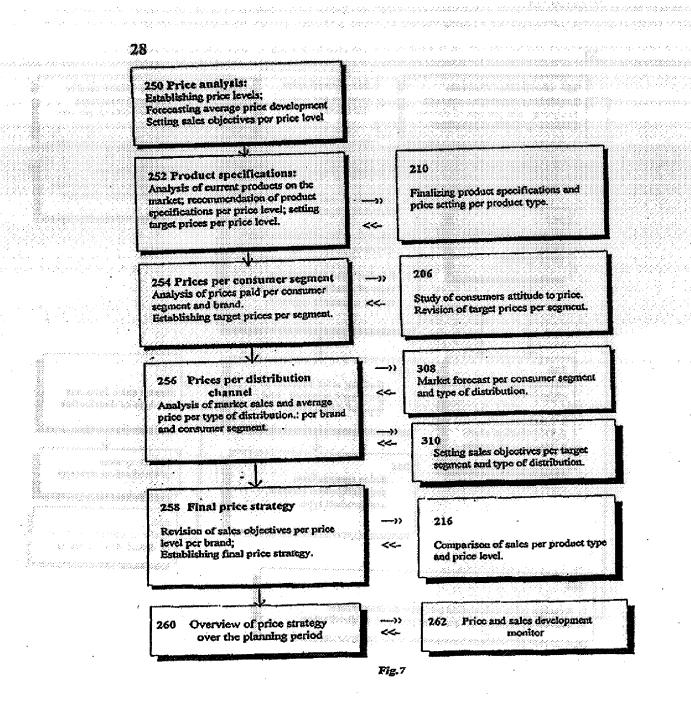
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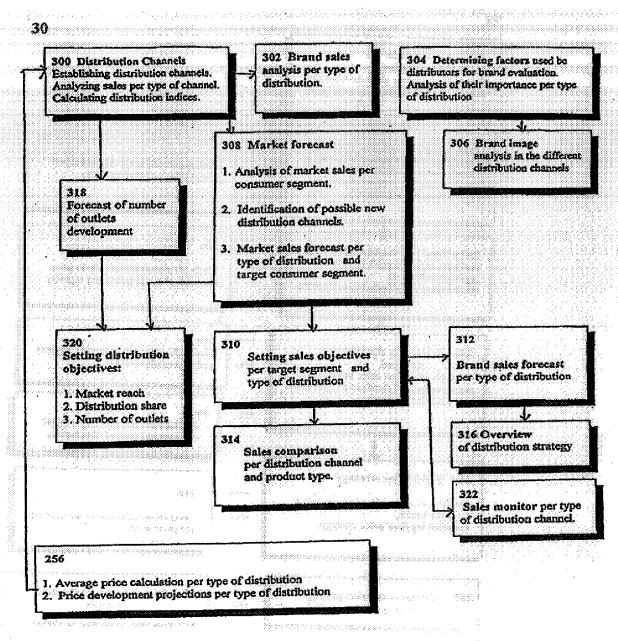
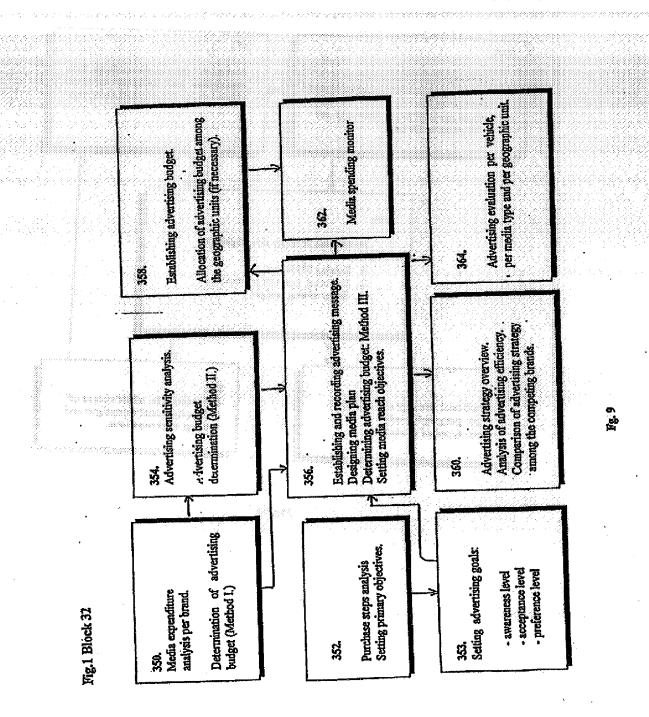
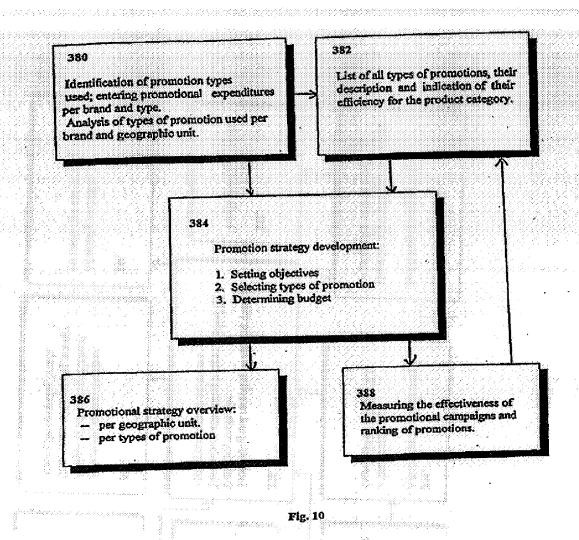


Fig. 8



9/97 SUBSTITUTE SHEET (RULE 26)

Fig. 1 Block 34



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30 Shift FI.- FIO keys vary with charts. They have two main functions:

(a) Helm chance the variables in the main chart. (like F2 changes geographic units)

(a) Help change the variables in the main chart, (like F2 changes geographic units), or(b) Help customize the chart

11.9%

Fig. 12:

MARKET DEVELOPOMENT - FORECAST I

Geographic :	Pest Y	ear	Past Y	ear	Future \	ear	I Traine Ye	are of the
Units	Consumer Demand	Growt h Rate %	Consumer Demand	Growt h Rate	Consumer Demand:	Growt. h Rate	Consumer . Demand	Good Rate
	Col. 1	Col.2	Col. 1	Col.2	Col3	ColA	Col.3	ð

Fig. 12b

GROWTH RATE COMPARISON

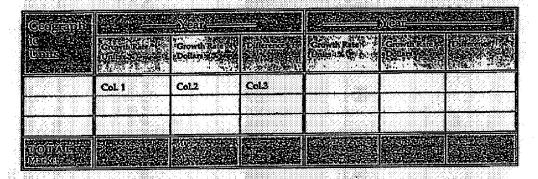


Fig. 12c

MARKET DEVELOPOMENT - FORECAST II

Jeog. Urut	200. 4007.3007.	<u> </u>	(a) <i>20</i> 44				
	(130 <u>1</u>	Year	Year	XSSX.Ess Parecount	iniure Neme) (little Year
Market Development		Col. 2					
Influencing Factors							
Factor I							
Factor II				8 A. 8 A. 8 A. A.			
	A STREET OF THE PARTY OF THE PA	П				 	

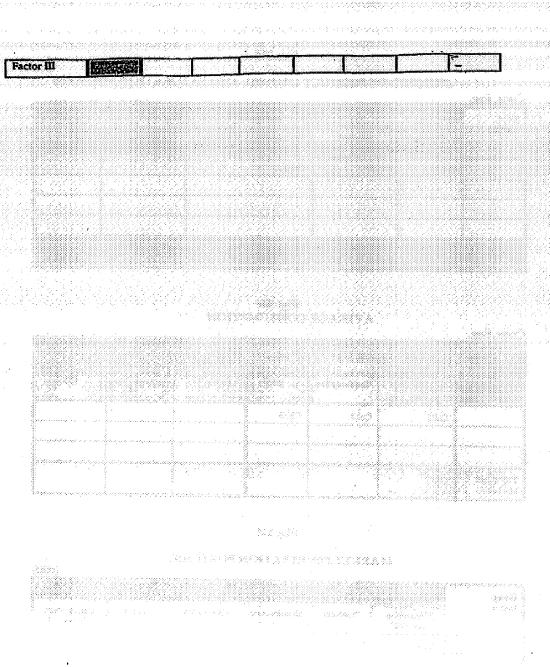


Fig. 12d

NUMBER OF PRODUCT OWNERS AND SATURATION DEGREES

Geog. Units					
Units	Consumer Base (000) ©	Product Owners (000)	Saturation Consumer (Degree & Base (000)	3.15.2 HOSS	Sequentian Degree of
	Col.1	Col.2	Col.3		
•					

Fig. 12e AVERAGE CONSUMPTION

(e)100c.	304 68 00				WIATE	
enus S	Continues (A)	Average: & Consumption:	(000)*	Consumer av 0000	Consumption	(000) (000)
	Col.1	Col.2	Col-3			
TOTAL						

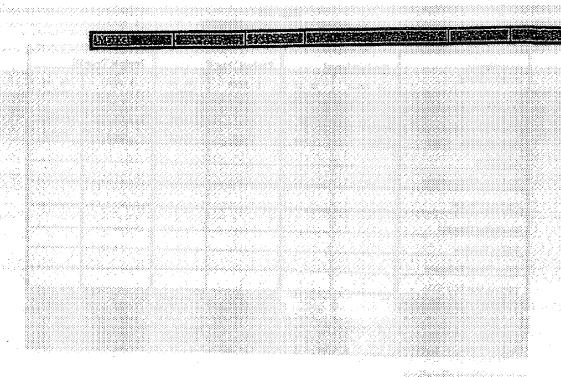
Fig. 12f

MARKET PENETRATION FORECAST

Geog.
Units

Consumer Products Penetrations Gersunier Products Owned Degree & Base (000)

Col.1 Col.2 Col.3



Skripe Bøtting til

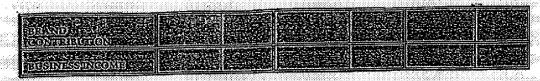
PRODUCT PROFITABILITY

Geog. Unit FINANCIAL	Product Typ		Product Type	1	Product Type	m
INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Ca1.2	Col.3	Col.4	Col.5	Col.6	Col.7
REVENUE						
Revenue Adjustments						
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Expenses .						
TOTAL DIRECT EXP.						
ELIAND TE	n v	and the				
THE INCOMESTATION IN	以	100				

w/a = without allocations

Fig. 14j PROFITABILITY COMPARISON PER CONSUMER SEGMENT

Geog. Unit		******	Year I			
FINANCIAL	Tota	1	Segment I		Segment II	
INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Col.2	Cel3	Col.4	Cel.5	Col.6	Col.7
REVENUE						
Revenue Adjustments				ļ. ———		
NET REVENUE						
Marketing Expense						
Selling Expense						
Other Direct Expenses			1			
TOTAL DIRECT EXP.	l		1	I	8	ı



w/a = without allocations

Fig. 14k PROFITABILITY COMPARISON PER DISTRIBUTION CHANNEL

Geog, Unit			Year			
FINANCIAL :	Tota	i 1	Channel I		Channel II	,
INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		100		100		100
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	CoL7
REVENUE				ļ	ļ	
Revenue Adjustments						
NET REVENUE				<u> </u>		
Marketing Expense						
Selling Expense					·	
Other Direct Expenses .	<u> </u>			1		-
TOTAL DIRECT EXP.					District Control	Regional Control
(37/1810) (C(e) 84 ((41) 144 (0) 8						
HI SIND SIND ME						

w/a = without allocations

Geog. Unit		ALS PER Product Type	COST IIE	Y4	e	1000)
	CORRECT	No. of Case	YEA	R .	YE	R
	9,000		\$ (000)	% of Sales	\$ (000)	% of Sales
SALES				100		100
COST OF GOODS Col.1	Col.2	ह (क्वारा ह	Col.4	Col.5	Col.6	CoL7
REVENUE						ļ
ADJUSTMENTS			-			
Adjustment I						
Adjustment II	53.5		40.	A CONTROL OF THE SECOND	SOMEONIA CO	elektri energy
NET REVENUE	2.97 6-	, <u>, , , , , , , , , , , , , , , , , , </u>	E LEGICAL TO THE	30.00		
MARKETING EXPENSE		NEW ME				
Advertising						
Promotion		100				
Market Research		Name of				
Other .						
SELLING EXPENSE .						
Sales Force						
Administration						
Other		Water Street				
OTHER DIRECT EXP.		接接				
Expense I		A TOWN				1
Expense II		STATE OF STATE OF				-
Expense III						
INDIRECT EXPENSES				\$4,11		
Expense l						
Expense II						
ALLOCATIONS						
Allocation 1						
BUSINESS INCOME 22.		C. A. M. P.				學學
tuinor E DATE						
MONDE KYLE	THE RESIDENCE OF	132000000	THE RESERVE TO THE RESE	LOW ASSESSMENT	THE PERSON NAMED IN	THE PERSON NAMED IN



Fig.14 m GROWTH RATE PER COST/REVENUE ITEM

Geog. Unit	Product T	ypei		(\$000)
			% of SALI	35
GROWTH RATE %		Current year	YEAR	Difference
Col.1	SALES Col.2	Col3	Col.4	Cal.5
	INEVENIUE I DEVI			
	1.			
	2.			ŕ
	4.			
	AVE GROWTH RATE%			
	cosi inems 's is			
· -·	1.		Bro-Stroken	
	2			
	3.			
	4.			
	5.			
	AVE, GROWTH RATE %.			

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FINANCIAL	Sala in			EAR	YEA	YEAR		
INDICATORS		30 mm	(1 ((((((((((((((((((- 131b2	(5)(00)	46(030) RH058		
SALES Col.1	Col.2		CoL4	CoL5		<u> </u>		
Cost of Goods	1	0.000						
REVENUE								
Revenue Adjustments								
NET REVENUE								
Marketing Expense								
Selling Expense								
Other Direct Exp		10,250						
TOTAL DIRECT EXP.						l accessor		
COMMUNICATION BRAND								
Indirect Expenses								
TOTAL EXPENSES Without Allocations								
iakopiura))								
Allocations								
TOTAL EXPENSES								
Desines income								

Fig. 140
GROWTH RATE ANALYSIS: Geographic units

Geog.	Curr	ent year	у	ear	ye	ar	- y	car
Geog. Units	5(000)	Growth %	S (000)	Growth %	S (000)	Growth %	\$ (000)	Growth %
Cel.1	Col.2	CoL3	Col.4	CoLS				in extra especial de pro-
	-	ļ						<u> </u>
		,						

Fig. 14p

ก () และ () ผู้ผู้ผู้ผู้ผู้ผู้ผู้ผู้ผู้เล่า () มีความสามาร () และ () และ () มีความสำคัญ และ () และ () แ - () และ () มีสามาร () มีความสามาร () มีความสามาร () และ () มีความสามาร () มีความสามาร () มีความสามาร (

PROFIT AND LOSS STATEMENT Product Type: Geog, Unit FINANCIAL INDICATORS SALES Col.5 Cost of Goods Col.1 Col.2 NET REVENUE Marketing Expense Selling Expense Other Direct Exp. TOTAL DIRECT EXP. CONWRABULEON Indirect Expense TOTAL EXPENSES Without Allocations illustric substitute b/faillocations Allocations TOTAL EXPENSES

b/allocations.= before allocations

Br. Contr. = Brand Contribution

R.O.S = Return on Sales = (Business Income / Sales)*100

Fig. 14r SUMMARY OF FINANCIAL STRATEGY

FINANCIAL	CURRE	CTYFAR	N E O		A Call	VGE #	
INDICATORS	\$ (000)	arof Sales	(000) 2.	- 2015 1015	91 (0)	101	
SALES		\$100 E		100		100	
Cost of Goods CaL1	Col.2		Col.4	Col5	Col.6	Col. 7	Cols
NET REVENUE							
Marketing Expense							
Selling Expense							
Offier Direct Exp							
TOTAL DIRECT EXP							
IBUAND CONTINUENCON							
Indirect Expense							
TOTAL EXPENSES Without Allocations							
in the control of the control of							
Allocations				<u> </u>			
TOTAL EXPENSES			<u> </u>				
THE OME CHINEDS							

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Fig. 14s FINANCIAL MONITOR

Geog. Unit YEA	R/Period	Proc	luct Type	:	Distr. Char	(\$000)		
Financial	Year-to-Dai	le						
Indicators	Plan	Actual	Difference		(Control		eser-mes	
	1			*			200	155
SALES CoL1	Col.2	Coi.3	CaL4	Cols	0.00	600 K	COLUMN S	Cal
Cost of Goods						37		
REVENUE								
Revenue Adjustments								
NET REVENUE								26.5
Marketing Expense								
Selling Expense								
Other Direct Expenses								
Total Direct Exp.								
BRAND CONTRIBUTION								
BUSINESS INCOME								

Fig. 14v MONITOR PER GEOGRAPHIC UNIT

Year/Period:	Fin	ancial In	dicator:	Produ	ct Type:	. 1	Distr.Channel:	(\$000)
Geographic		Year-to-	Date:			Periód		
Units	ľ	Plan	Actual	Differen	ce	Plan :	Actual 4	00000000
			ja or Prosporacja se se S		%		17.22	
Geog. Unit I Col	,1	Col.2	Col.3	Col.4	Col.5	Col. 6	Col.7	Colta E. Colta
Geog. Unit II		1000000					, N	
Geog. Unit III							100	
Geog. Unit IV								第 次的 VEIII
00)1/\1.	X							

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Fig.15a

MARKET ENVIRONMENT ANALYSIS

Geog. Unit	Year								
	Consume	r Base	Marke	.	Markel/Consume	SELECTION			
SUBMARKETS	# (000)	*	\$ (000)	*					
1. Col.1	Col.2	Col.3	Col.4	Col5	Col.6	Col.7			
2									
3,									
4.									
5.									
BASE									

X = The same product category Y = new product category Z = Competitive threat

Fig. 15b

· RANKING OF SUBMARKETS

NUMBER OF CON	SUMERS		MARKET SI	ZB	SUBMARKET/CONS	UMER
SUBMARKETS	# 000		SUBMARKETS	\$(000)	SUBMARKETS	%
L Cold	Cola		i. Col.3	CoL4	1. Cal.5	Co1.6
L			2		2.	
			a.	200	3.	
-						
		×	4		.	

Fig.15

DEVELOPMENT OF

Past Y	'ear	Past	(ear	Future	Year	Tufure Y	ear Val
	Growth Rate %	•	Growth Rate %	•	Growth Rate %		Gigar Tall
Col.2	Col3						
	1						
			7				
		Rate %	Growth Rate %	Growth Growth Rate %	Growth Growth Rate %	Growth Growth Rate % Catwidt Rate %	Growth Growth Rate % Growth Rate %

Fig. 15d

..... PER GEOGRAPHIC UNIT

Geographics Past Year Past Year Growt Rate Rate TOTAL

Fig. 15e

PRODUCT ANALYSIS

Geog. Unit Year		s. Segment			Scal	e: 5-1
	The Foliation	Alternativ e Product i	Alternativ e Product II	Beller	Y/N	Rank
1. Consumer Need Col.1	Cela	Col.3	Col.4	Col.5	Col. 6	Col.7
1.1 Attribute	and a second					
1.2 Attribute	1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1 (1					
2. Consumer Need						
2.1 Attribute						
2.2 Attribute						
No. of Consumers (000)	(###C) - 1					
Market Size (000)	e same					

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable Y/N = yes/no market opportunity = there is a market opportunity if there is no alt. Product with a valuation of (5)

Fig. 15f.

RANKING OF PRODUCTS

Geog. Unit	- Ye	ır (Cons. Seg	ment		Scal	e: 1 -5
Produc	Windowski (Produ	t Attribute	(2)	Produc	t Attribut	e (3)
Products	Y/N Score	Products	YIN	Score	Products	Y/N	Score
1. Col.1	C02121 203	1.			1.		
2-2011		2.			2,		
3.	M. APST	3.			3.	<u> </u>	
4	\$ 17 KB	4.		, , , , ,	4.		

Fig. 15g

RANKING OF PRODUCT ATTRIBUTES

Anteriodici	Altern	ate Produ	ict I	Alternate Product II			
ANTIBUTE NE VINTO Score	Attributes	Y/N	Score	Attributes	Y/N	Score	
Cols Cols	1.			1.			
2 30 186	2			2.			
· CO. C.	з.			3.			
4.5 7.7	4.			4.			

Fig. 15h

COMPETITIVE ANALYSIS

Geog. Unit Y	gar	Co	ns. Segme	gt			Scale: 5-1
Product Attributes	Alternate Products	The Brand	Brand I	Better	Y/N	Rank	Compelitive Advantage
Attribute (1) Col.1	.Col.2	Col.3	Col.4	Col.5	Col.6	Cal.7	Col.8
Attribute (2)	(f. 1759)	<u> </u>					
Attribute (3)						<u> </u>	<u> </u>
Attribute (4)			8.650000000		elicaci de dedeces que	pingia tadi	
Market;Shares;(%);				<u> </u>			

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable
Y/N = yes/no market opportunity = there is a market opportunity if there is no alt.
Product with a valuation of (5)

Fig. 15i RANKING OF BRANDS

1	Geog. Unit_		Ye	ar (Cons. Seg	ment .		Scale	: 1-5
	****	Attribute	(d)	Produ	d Attribute	(2)	Product	Attribute	(3)
	Brands	YN	Score	Brands	Y/N	Score	Brands	YIN	Score
	1. ::Col.1:X.	i.Col.2:	Col.3	1.		0100	3 4. 000		
	2.			2.	:	1 1 2 1 W	2.		
	3.			3.			3.		
	4.			4.	ł		4.	l	

Fig. 15

Fig.k

CONSUMER PREFERENCE ANALYSIS

Geog. Unit			Year				Scale:I-	5
	Consumer.	Baser ()	Segment		E-TOWN NO.	CASS TATE	(900) E4	
Size of Segment Col.1	Col.2	100 Co. 3	Col.4	100 CoL5		100		100
Current Consumers					<u></u>			
Potential Consumers								
Product Altributes of	海里影 。	1	46.0		NAME OF			
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	PETE		72 77	30%	10000		新疆	3000
	3 3 3 3 3			esta esta esta esta esta esta esta esta	7,71. 30			
			1.5	数多。	7 (2) (2)	1972		
** 3 1 12-355	N. (1)		200	8	20 7			. 1
Price 2			142.10	Œ.Ž.		148		100
Target Segments								

Scale: (5) = very important (1)= not important at all

Fig.15 l

RANKING OF CONSUMER PREFERENCE

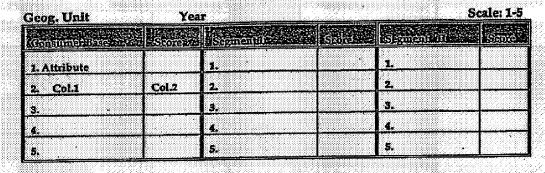


Fig. 15m

PRODUCT POSITIONING OVERVIEW

GEOGRAPHIC UNIT:

YEAR:

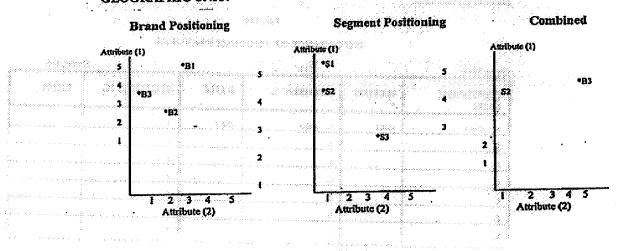


Fig. 1Sr

PRODUCT FEATURES ANALYSIS

Geog. Unit Yes	r	C	onsumer Segi	ment	Sc	ale: 1-5
PRODUCT ATTRIBUTES!	Right	BRAND EVA	LUATION	Conclusions		
FEATURES	P (010)		Brand I	The sales	Score	YAN
I. ATTRIBUTE (I) Col1	CoLI	CoL3	· CoL4	(60)3 = 1 = 5	Col.6	Col.7
1.1 Feature						
1.2 Festure						
A Americans (8)						
	医影影器					
Soonemaa aa						
3. ATTRIBUTE (3)						
3.1 Feature						
3.2 Feature						
Number of Products						

Scale = 5 excellent 4-3-2 = acceptable 1 = not acceptable Y/N = yes/no marketing opportunity = there is a marketing opportunity, if no brand (or alternative product) received (5) valuation.

Fig. 150

IMPORTANCE OF PRODUCT FEATURES

1	Geog. Unit		Year		s	calc; 1-5
A Same	CONSUMER *	RATING	SEGMENT L	RANK	SEGMENT IL	rank
	1. Cot.I	Col.2	1. Colid	CoLA	t.	
	2		2		1	
	3		<u>, </u>		3	
3000	4		4.			
	s		<u> </u>		<u> </u>	
	<u> </u>	1 - 1 - 31 - 37 - 37 - 37 - 37 - 37 - 37	6.	2.0000000000000000000000000000000000000		
	7.		7.		7.	

• The highest rating the feature received.

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Fig. 15p PRODUCT FEATURES ANALYSIS PER BRAND

PRODI	PRODUCT FEATURES NEEDED IN ORDER TO BE							
I. Equal to: Brand	I, Equal to: Brand			2. Superior to: Brand				
Product Features	Rating	Rating Needed	Product Features	Rating	Rating Needed			
I. Col.I	Col.2	Col3	1. Cal4	CoL5	CoL6			
2			2.					
3.		·	3.					
4.			4					
5.			5.					
6.		<u> </u>	6.	<u> </u>	_			
Number of			Number of Products:	1				

Fig. 15r

COMPETITIVE EVALUATION

Geog. Unit	Year	Bran	d Consume	r Segment	Scale: 1-5
STRATEGY: Equ	al (Superior)		Target Rating	COMPETITIVE ADVANTAGE	
Product Features		Rating	Rating Needed		
1. Col.i		CoL2	Col.3	Col4	CeL5
2					
3.					
.4.					
5. ·		Bet a managananya ya ya wa ya kasa isa ji sa kasa isa isa isa isa isa isa isa isa isa			
6.					
Number of Produ	cis:				

Fig. 15s

PRODUCT LINE DEVELOPMENT

Stani Product Rams Spool fishion Galler Galla Galler
ens Core

Fio. 15t

—PRODUCT I—		PRODUCT II		PRODUCT III——		
Product Features	Rating	Product Features	Rating	Product Features	Rating	
I. Cel.I	CoL2	1,		<u>I. </u>		
2		2		<u> </u>		
5		3				
<u> </u>		1		<u>.</u>		
5		9.				
<u>. </u>	1	8.		a.		

Fig. 150

PRODUCT TYPE INTRODUCTIONS

Geographic	Ge Arma Amere Mess 8	Year		Year				
Units	Product I	Product II	Product II Product III		Product II	Product III		
CoL1	Col.2	CoL3	Col.4					
TOTAL				·				
Target Price								
Introduction : Date								

Fig. 15

GEOG. UNIT		YEAR	PRODU	CTTYPE	
PRODUCT/ BRAND	TARGET SEGMENT	CONSUMER NEED / POSITIONING	PRODUCT FEATURE	REASON	ADVERTISING MESSAGE
Col.1	Col.2	Col.3	ColA	Col.5	Col.6

		ISW	
	PACKAGING/SER	VICE STRATEGIES	
GEOG, UNIT	YEAR	PRODUCTI	
TO YOU GING SIELS	VEGA II.		
1, CONCEPT: 2			
2. SIZE: 3		•	
3. Shape: 4		•	
4 MATERIAL: 5			
s, color: 6			
6, DESIGN/TEXT: 7			
7. BRAND MARK: 6			
8. LABELING: 9			
The second was play	Constitution III		
	化二甲甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲基甲		

Fig. 151

SALES PER PRODUCT TYPE AND FORECAST

GEOGRAPHIC	BRAND TOTAL		PRODUCTI			PRODUCT II			
UNITS		%.	Share %	•	*	Share %	#	%	Share %
Sold	Celz	CoLS	100 Cold	Col.5	Col.6	Col.7			
			100						
			100						
REMÄINDER			100						
OTAL		100	100		100			100	
MARKET Share									
RICE \$									

Also in dollars

Fig. 15y

RRAND SHARES PER PRODUCT TYPI

Geographic	Geographic Our brand		d Brand I		Brand II		Remainder		Total Market	
Units	•	Share %	•	Share %	•	Share %	,	Slure %	•	Share %
Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	·CoL7	್ರಚಿ	ල් ඉ	Col.10	100 Col.11
	and the second									100
										100
				de transcription				Alberto de Alberto		100
Remainder										100
TOTAL		-				detector in some		 		100

Fig. 15z

SALES OBJECTIVE DEVELOPMENT PER PRODUCT TYPE

	YEAR	BRAND CUNITS OF							
#	MARKET %	PRICE	PRICE	PRICE III	TOTAL	*	Share %		
Col.2	Col.3	Cel4	Col.5	Col.6	Col.7	C₀I 8	CoL9		
	_		<u> </u>						
	100					100			
	t Col.2	TOTAL MARKET # % Col2 Col3	TOTAL MARKET # % PRICE I Col2 Col3 Col4	TOTAL MARKET	TOTAL MARKET ——BRANDS # % PRICE PRICE PRICE II III Col.2 Col.3 Col.4 Col.5 Col.6	TOTAL MARKET ——BRAND SALES— # % PRICE PRICE PRICE III # Col.2 Col.3 Cel.4 Col.5 Col.6 Col.7 100 10	TOTAL MARKET ——BRAND SALES— # % PRICE PRICE PRICE TOTAL % II III # Col.2 Col.3 Col.4 Col.5 Col.6 Col.7 Col.8 100 100 100		

*Also in dollars

Fig. 15 an SALES COMPARISON PER CONSUMER SEGMENT AND PRODUCT TYPE

GEOGRAPHIC	PRODUCT I		SEGMENT I		PRODUCT II		SEGMENT II	
units	#	Shero%		ShareK		*	,	Share!
CoLi -	Col.2	Col.3	Cel.4	Col.5	Col.6	Col. 7	Col.8	Col.s
REMAINDER TOTAL								
MARKET SILARE					and a supplemental		forence necessories	

· Also in dollars

WO 01/18730

Fig. 16a

R K I	Share % 100 Col4	B R	A N I	Share % Col.7	REM # CoU	AIND % Colo	E R Stare % Col.10
	% 100	Ţ		%			*
Coll		CoLS	Cols	Csl.7	Cold	CHP	CoLIO
		1.50				A STATE OF THE PARTY OF	
Account to the contract of							
	100			GERROOFFE F	100 market 1200	********	
	100			·			-
							NATION AND ADDRESS OF THE PARTY.
100	100		100	STREET, STREET		100	
	100	100 100	100 100	100 100 100	100 100 100	100 100 100	100 100 100 100

Fig. 16b

RANKING OF BRANDS PER PRICE LEVEL

Geog. Unit	eog. Unit Ye			. Consumer Segment (Un				
MARKE		PRICE LEV	ÆL I · ·	PRICE LEY	vel II	PRICE LEV	/EL III	
I. Brand	(%)		(%)	1.	(%)	1.	(%)	
2. Col.i	Col.2	2. Cის	Cel/A	2		<u>2-</u>		
3.		3.		3.		3.		
4.		4		4.		*		
5.		5.		<u>s</u>		5		
6.		6.		6.	e prijitantini nama da milianagi	6.		

Also in dollars

GEOGRAPHIC	TOTAL	TOTAL MARKET			PRICE LEVEL I			PRICE LEVEL II		
UNITS		*	Share **	ø	*	Share %	•	*	Shan %	
CoLI	Col.2	Cal3	Col.4	Col.5	Col.6	Col.7				
	•		too							
			100							
			100							
			100							
			£00							
		1000	188		dines					
Bread Share %										
Average Price										

Fig. 16d

PRICE SEGMENTATION PER PRODUCT

Geog. Unit	Year		Consumer Segment	(Units)
PRODUCT	1995	anner.		
FEATURES	MARKET	THE BRAND	BRAND I	NEW OFFICE
	Col.2	Cal3	Cold	Contract of the
1. Col.1				REAL PROPERTY.
4				
5.				BEEN AND AND AND
• 6				
<i>7.</i> 5.				
9.				
10.				
TANDAMINATURA				

Fig. 16e
PRICE ELASTICITY ANALYSIS

eog. Unit	(I)	(2)	(3)	(4)	(5)	(6)
(P) Price	1					
	-					
D) Demand	2					
ELASTICITY	3					

Fig. 16f PRICE SEGMENTATION PER CONSUMER SEGMENT

eog. Unit	Year			Consu	mer Sego	vent		(Valts)
	RKI	t T	SEG	MENT	I	SEG	MENT!	1
LEYEL	*	Share %		* .	Share %	#	*	Share %
Price Level I Col.2	CoLJ	100 col.4	CoL5	Cotté	Col.7	Cold	ප	CoLIO
ANTONIES VAN								
Price Level I		100			****		A PLANS	10 TE 2
Averreitates:								
Price Level I		100			CN 5054331		05.00 A M	
Nemetries 1							100	1
TOTAL	100	100		100		155 E-155		
(Actionates)								
State (0.00)								
ingalikes								

Also in dollars

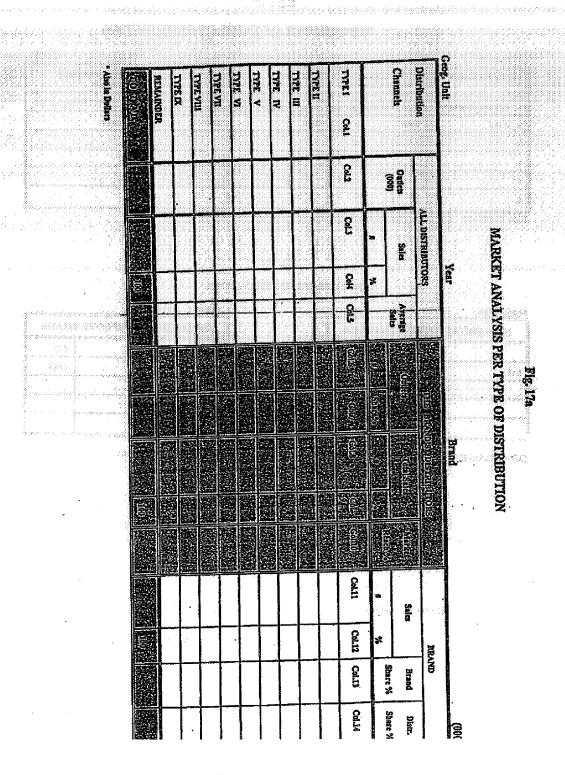
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Fig. 16:

PRICE SEGMENTATION PER DISTRIBUTION CHANNEL

Geog. Unit		Year			Const	mer Segn	nent	(Units)
PRICE	MA	RK	<u>r</u>	CHA	UNNEL	<u>. </u>	CH	ANNEL	II.
LEVEL		%	Share %	ď	*	Share %	ø	*	Shere %
Price Level I Col.1	CoLI	CoLI	100 CeL4	CoL5	Collé	Celif	CoLA	Coro	CoLI
Ayrage Dress									
Price Level I	ENCHOSION		100	EGR ME		arzes Pal			
Avergerdes			100						
Price Level I					HEAR				
TOTAL		100	100		100	an room to	Alicente Prin	100	
Avorage Press									
Also in dollars				•					
			distribute e	8885 2007 - Julio Ju	100				

PCT/US00/24780



41/97 SUBSTITUTE SHEET (RULE 26)

Fig. 171

IMPORTANCE OF TYPES OF DISTRIBUTION

TOTAL MARKET	THE BRAND'S DISTRIBUTORS	BRAND SALES	MARKET REACH	DISTRIBUTOR SHARE
I. Type of Distribution	Type of Distribution (I)	Type of Distribution (1)	Type of Distribution (%)	Type of Distribution (%)
2. Col.1	Col.2	Cal.3	CoL4	Col.5
3.				
4.				
5.		è		
6.				

Also in Dollars (1) Ranking number of the distribution channel in the total market

Fig. 17c

NEW DE	STRIBUTION CEL	NNELS	. CHANNELS TO IMPROV	E SHARE
		03		က
Col.I		Col2	Colú	Col.4

(X) = Market Reach (Y) ≠ Distribution share

Fig. 17d

and provided the control of the cont

	Total Market			The Brand			Brand I		
or made			Share %		%	Share %	a .	*	Share %
Coll	Col.3	Col.	C3.4	Cold	Cal.	Cal.7	Calli	Col.	Col.10
				•				<u> </u>	
								<u> </u>	
morenti.		100			100			100	

Fig. 17

RANKING OF TYPES OF DISTRIBUTION PER BRAND

TOTAL MARKET	THE BRAND	BRAND I	BRAND II	BRAND III
I. Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%
2. Cd.1	Col.2	Col3	CotA	Col.5
				
•				
••••••••••••••••••••••••••••••••••••••				
5.				

Also in Dollars

Fig. 17f

RANKING OF BRANDS PER TYPE OF DISTRIBUTION

Geog. Ualt		Year		(000)
TOTAL MARKET	TYPE I	TYPE II	TYPE III	TYPE IV
1. Brand (%)	Brand (%)	Brand (%)	Brand (%)	Brand (%)
2. Cot.I	Col.2	Cel 3	Col.4	Col.5
	Server and the server			
4.				
5.				
6.				

DETERMINING FACTORS USED BY DISTRIBUTORS FOR BRAND EVALUATION

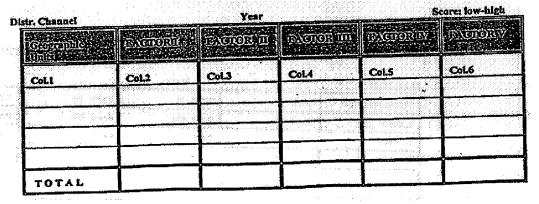
g. Ualt			Year	Score: low-high		
Ditrapation	Weight 13. 22	P. Consideration	iv (en point	3 000000000000000000000000000000000000	izonaty.	
TYPE I CoLI	Col2	Col.3	CoLI	Col.5	Col.6	
TABER						
TYPE III TYPE IV						
TYPE V						
REMAINDER				<u> </u>	<u> </u>	

Fig. 17 h

RANKING OF DETERMINING FACTORS

rg. Unit	Year	สหภูลิฐ สภา	mwaz my 2000 a s
I. Factor	1, Factor	1. Factor	L Factor
2. Call.	2 Cal.2	2 Col3	2. Cet4
		<u> </u>	4.

OVERVIEW OF DETERMINING FACTORS



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Fig. 17

Brand image in the distribution channels

FACTORS	THE BRAND	BRAND I	BRAND II	BRAND III	Strong / Weak
L Factor Col.1	CaL2	CoL3	Cold	Cal.5	Col.6 (s)
2. Factor					
3. Factor					
4. Factor					

Fig. 17k RANKING OF BRANDS

G	eog. Unit	Year	Distrib	ution Type		Score: low-blgh
0.0000	500000000000000000000000000000000000000	a Artiornia	Excionina.	VIES.037/01	SACTORY:	TAKETONY)
	L Brand (x)	1.	L.	l.	ı,	1.
0.00	2. Coli	2, Col.2	2. CoL3	2 (614	2. Col.5	2. Col.6
O.S.	5)		3.	3.	3.	3.
ě	4		4.	4	4.	4.

Fig. 171 STRENGTH AND WEAKNESS ANALYSIS

Geog. Unit	Year		Brand	Score: low-bigh
Distribution	FACTOR I	FACTOR II	FACTOR III	FACTOR IV
TYPE I	Strong / Weak (x)			
TYPE II Coli	Col3	Cel.3	Col.4	CoLS
TYPE III				
TYPE IV				
TYPE Y	<u> </u>			
REMAINDER				

Fig. 17m overview of brand image in the distribution channels

Geographic Units	THE BRAND	BRAND I	BRAND II	BRAND UI	Strong/Wesk
CoL1	Ceft	CoLI	CoL4	CoLS	CeL6 (t)

Fig. 17n BRAND SHARES PER TYPE OF DISTRIBUTION

eographic Unit				Yеаг Т				(Units) Segment II			
Distribution		LMARKI	ST		ment l						
Military for the		%	Share %	, , , , , , , , , , , , , , , , , , ,	*	Stare %			Share %		
TYPE I Col.I	Col.2	CoL3	CoL4	Cold	Colé	CaL7	Col.8	CoL9	Col.10		
TYPE II			100								
TYPE III			100								
TYPE IV			100								
TYPEY			160								
NEW TYPE A			100								
NEW TYPE B		1	100			٠					
ivou vu		100	100		100			100			

Fig. 170

RANKING OF TYPES OF DISTRIBUTION PER CONSUMER SEGMENT

TOTAL MARKET	SEGMENT L	SEGMENT II	SEGMENT III	SEGMENT IV
L. Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%)	Type of Distribution (%)
2. Col.1	Col 2	Col3	Col.4	Col-3
3,				
4.				
6				

Also in Dollars

Fig. 17p RANKING OF CONSUMER SEGMENTS PER TYPE OF DISTRIBUTION

TOTAL MARKET	TYPE (TYPE II	TYPE III	TYPE IV
1. Segment (%)	Segment (%)	Segment (%)	Segment (%)	Segment (%)
2. Cd.I	Col 2	Col3	Cold.	Col.5
3.				
4.				
s.				
6.				

Fig. 17r

OVERVIEW OF DISTRIBUTION SEGMENTATION

G	og Unit.		1000	<u>, , , , , , , , , , , , , , , , , , , </u>	Year		بندين	وينجو الأيادون عن		(Outo)
.	Distribution	TOTAL MARKET			SEGMENT I			segment II .		
	Channels:	8		Share %	*	*	Share %	,	%	Share %
	CoL1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Corra	CoL9	Col.10
				100						
				100						
	nonas V		100	100		100			100	

Fig. 17:

		— то:	1 T A L==		SEGMENT 1				
	TOTAL MAR	KET	THE BRAI	en .	TOTAL MAR	KET	THEBRA	ND I	
DISTRIBUTION CHANNELS	•	%		Share %		*	*	Stare %	
TYPE 1 Coli	Cot3	Col3	Col.4	Col.5	Cel.6	Col.7	Col.8	Col.9	
TYPE II						 			
TYPE III									
NEW TYPE A				•				7	
NEW TYPE B									
REMAINDER		<u> </u>	<u> </u>			 	<u>1</u>	1	
TOTAL		100				100			

*Also in dollars

Fig.17 t COMPARISON OF BRAND SHARES PER CONSUMER SEGMENT

DISTRIBUTION CHANNELS			SEGMENT I		SEGMENT II		MENT III
	Shire %	Share W	Difference %	Share % Col.5	Difference %	Share % CoL7	Difference % Col.8
TYPE I COLI	Col.2	Col.3	<u> Cara</u>	, 			
TYPE III <u>-</u> TYPE III							
NEW TYPE A							
NEW TYPE B		<u> </u>					 -
REMAINDER							
TOTAL	4.1042444668 big		MS 200 50000	14616			

* Also in dollers

Fig. 17u. COMPARISON OF DISTRIBUTION AND PRODUCT STRATEGIES

Distribution	Total Market			Brand Sales							
Channels		*	PRODUCT	PRODUCT II	PRODUCT III	Total	**	Stare 7			
TYPE I Coli	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.5	Col.9			
TYPE II						-	l				
TYPE III											
TYPE A											
TYPE B			,								
REMAINDER		7									
TOTAL		100					100				

OVERVIEW OF PRODUCT STRATEGY PER TYPE OF DISTRIBUTION

Geographic	TOTAL MA	RKET	BRAND SALES						
Ualta		%	PRODUCT I	PRODUCT il	PRODUCT III	TOTAL	%	Share %	
Col.i	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9	
######################################	ngobil te final sati								
TOTAL		E00					100		

Fig. 17

DISTRIBUTION STRATEGY OVERVIEW

Distribution		¥	c A			Υc	a r	
Channels	Market	Bra	nd Sa	les	Market	Bra	nd S a	e s
			*	Share 14			**	Share %
TYPE I Coli	CaL2	CoLU	CeLI	Col.5	Col.6	Col.7	CoLE	CoLI
TYPE II								
Type III								
TYPE A								
TYPE B								
REMAINDER								
TOTAL			100				100	

* A Lea De Mallane

Fig. 172

OVERVIEW OF SALES OBJECTIVES

iste, Channel			Br	and			<u>U</u>	nits)·
Geographic		Yes					Y	P
Units	Market	Bra	nd S	ales	Market	Bra	n d # 1	
	#	ı	*	Share %		#	- 54	Share %
Col.1	ol.2	Col3	Col.4	Col.5	Col.6	Col.7	Col.8	Col.9
TOTAL	· · · · · · · · · · · · · · · · · · ·		100				100	

*Also in dollars

Fig. 17a

NUMBER OF OUTLETS DEVELOPMENT FORECAST

		Year		Year	Year		
Distribution Channels	Outlet #	Growth %	Outlet #	Growth %	Outlet #	Growth	
TYPE I COLL	Col.2	Col.3	Col.4	Col.5	Col.6	CoL7	
TYPE H						+	
Type III		4				-	
NEW TYPE A							
NEW TYPE B							
REMAINDER	•	-					
TOTAL				<u> </u>	<u> </u>	1	

Fig. 17bb

OVERVIEW OF NUMBER OF OUTLETS DEVELOPMENT

	Year		¥	ear .	Year		
Geographic Units	Outlet #	Growth .	Outlet #	Growth %	Outlet #	Growth %	
CoL1	— Сыз	Col.3	Col.4	CoLS	Col.6	Col.7	
C-01.1							
TOTAL			er ete en en en en en journe journe jour	<u> </u>	<u> </u>		

Fig. 17cc

DEVELOPMENT OF DISTRIBUTION OBJECTIVES

DISTRIBUTION CHANNELS	TOTAL	MARKET	MARKE	T REACH	DISTRI SIL	BUTION ARE	8	RAND SAL	ES
CHARINEAS	•	*	Current %	YEAR	Current %	YEAR	•	%	Starc %
TYPE I Coll	Cel.2	CoL3	Col.4	Cal.5	Col.6	ČoL7	Col.8	Cota	Col.10
TYPE II									
TYPE BU		4							
TYPE A									
TYPE B									
REMAINDER				***	सम्बद्धाः स्टब्स	[¥.	POSTERNA P	80517	77.78
	v., 44 _v	100						100	

- Also ta domars

Fig. 17dd

NUMBER OF OUTLETS OBJECTIVES

DISTRIBUTION	Total	Market	Current I)istributors	Outlet	Needed	Difference	Brand
CHANNELS	Outlets	Average Sales	Oudets	Average Sales	Outlets		Outlets	vicia Sile,
TYPE I Col.1	Col.2	Cel.3	CeL4	Col.5	Col.6	neo 🐃	CoLS	ඇතුළු
TYPE II								
TYPE III								
TYPE A	on according	Beson Par Score Council	<u> </u>					
TYPE B	•							
REMAINDER								

Also in Dollars

Fig. 18a

MEDIA EXPENDITURE ANALYSIS

Year (3000)

Columnation of the columnation of the

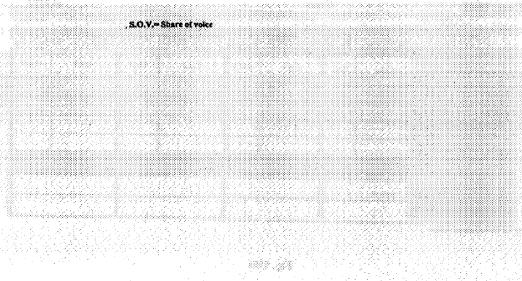
Fig. 18b

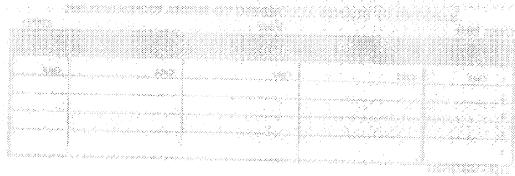
leog. Unit	verifie penditires se	ranneoronee %	mandshire 94	ranke 2
L Coll	CNU	CeLL	ColA	Col.5
I. COUL				
•				

Fig. 18c RANKING OF BRANDS MEDIUM

Geog. Uzit		. <u> </u>	Year			(00)))
CONTRACTOR OF THE PARTY OF THE		A CONTROL OF THE PARTY OF THE P		AND MEDIUM	H	in gradient	117
		第2 条线数数	80V2/1		E01233	READ TO THE	60V2
i. Col.i _	Col.2	1.		1		1	<u> </u>
2.		2.		2.		2.	
3.	<u> </u>	3.		3.		3	
4.	1	4		4.		<u> </u>	
5 .		5.		L 2-		I	1

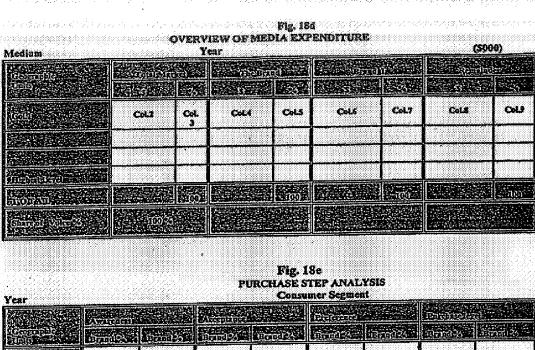
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un akunggang mengganan at kemanang pang menggang mengkaban atah di dadi di <mark>atah di</mark> dadi di membebah menggan me



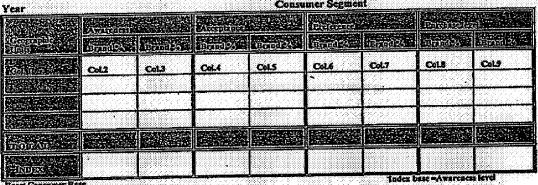
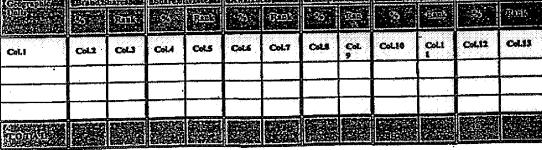


Fig. 181
BRAND RANK ANALYSIS
Year Consumer Segment
Geographical Bribessayes Sampacology Anna-Segment
Dillogy Segment Segment
Segment Segment Segment
Segment S



SETTING ADVERTISING GOALS Year (1) Year (2)

Fig. 18h

idayan da 1955	(50 5 0 C) (50 0 C) (500)		7): (a) (b) (b) (b) (c)	Palgoria Bayle St	Talleline IEstal SS	Side Tarred	iskopisisyd Janahres Sykstysis
Cell	Col.2	Cel.3	CoLL	Cel.5	Col.6	Col.7	CoLS
505NB	医聚制数		网络线	1000000000000000000000000000000000000			

PCT/US00/24780

Factor (x)

Geog. Unit

Year

Year

Year

Year

Year

Awareness %

Acceptance %

Purchase Level %

Market Share %

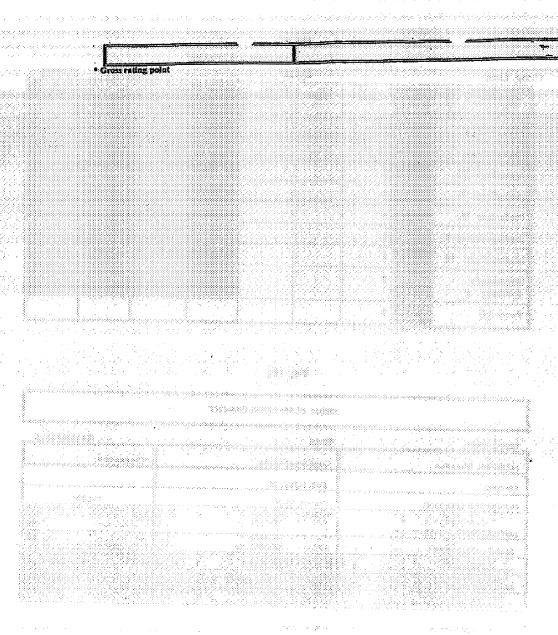
Total Media
Spending S

(Units)

Fig. 18j

	_		
EOG. UNIT:		YEAR	CAMPAIGNE I
CEDIUM: Magazine		Good Housekeeping	Consumers #:
IMING -		May, 1-June 15	
ONSUMER SEGMENT		Women 25-40	600,000
DVERTISING GOALS:	Ş		
Media reactic (GRPe) e at 12m	4.7	AND THE RESERVE AND THE RESERV	## 1 # 204.000 Aug
Number of contactman 200 at 150	400	10 March 1997	
Media lodes 2000 con participation			经济税及2015年
Media index Augusta			
PLACEMENT COSTS:	5	U.S.\$ 15,000	
Campaign expense:	6	U.S. \$ 275,000	
AWARENESS LEVEL:	7	40%	81,600
PURCHASE LEVEL:	8	8%	6,528

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WO 01/18730 PCT/US00/24780

Fig. 18k

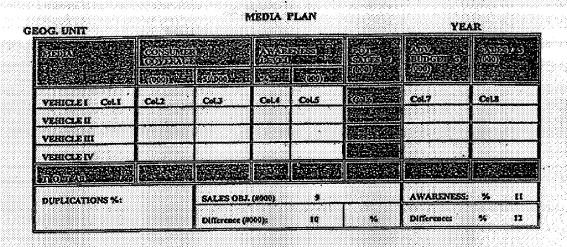


Fig. 181

eog. UNIT		MEDI	A PLAN S	UMMARY		YE/	R
Mizora de la companya della companya della companya de la companya de la companya della companya	GORSONE GOVERNE		100/10 11:00/20		1701 501 501 170 170 170 170 170 170 170 170 170 1	ODV DUDGET (I	30057.5 CO)
	(000)	G/2000	(2), (S)	r(cip)			900000
MEDIUM I Col.I	CeLZ	CoLU	CSU4	CoLS	11015	Col.7	CoLS
MEDIUM II							•
Medium III							
MEDIUM IY					200000000000000000000000000000000000000		
MEDIUM Y					6603000		
MEDIUM VI					ERSONAL		Continue and
g 0 g all :							

ADVERTISING BUDGET

(G001)

Sales Advertidate Badget - current year MEDIA Other TOTA

Consideration Cold Cold Cold Gelomeration Cold Gelom

Fig. 18n

		٧		Year		Year		Y	CAF
	Media	5	Growth Rule %	s.	Growth Rate %	s	Growth Rate %	s	Growth Rate N
	MEDIUM I Coli	Col.2	CoLJ						
	MEDIUM IL							<u> </u>	<u> </u>
a ta a t	MEDIUM III								
		***************************************	BUT TO SECURE S	\$87 35 4 Y 1 888 5		\$ 2000000000000			

Fig. 180

ar.		ADVERI	anto arecer		(Units)
			3000	30000	Visite Apprendice
Coi.l	Col.1	CoLI	Cel.A	Col.5	Celé
		1	Z z w	ey e zesi	

Fig. 12g

ear Geographic	A Production	Num	ber of Owner	. With colored		Total ?	
บแล้ ้	(O)():-30	One unit.	Two units	Three units of			
	CoL1	Col.2	Co1.3	Col4	Col.5	Col6	
iloyii Aiti Ai			3000		507233		

Fig. 12h

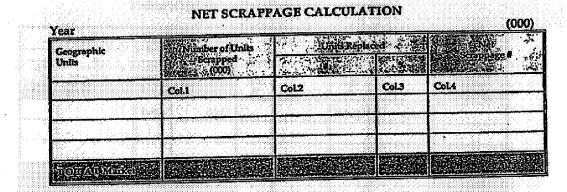


Fig. 12i

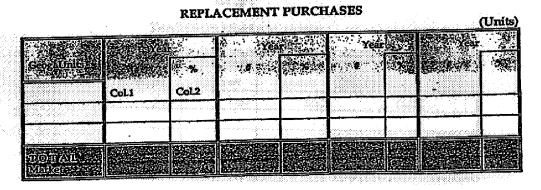


Fig. 12k

ADDITIONAL PURCHASES DEVELOPMENT

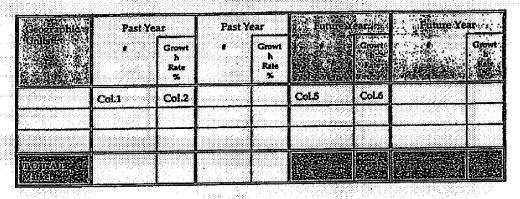


Fig. 121

FINAL MARKET FORECAST

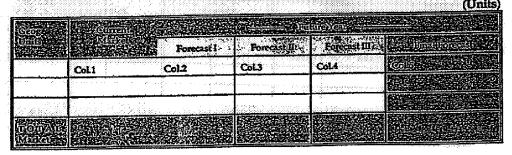


Fig. 12m

MARKET DEVELOPMENT SUMMARY

, , 45-40 0	Miy	Market E	OP .	Growt	\$Market	Current M	arket	A Prometer
Geographic c United says		, .	*	h Rale %	Rank	•	*	
4. 3	CoL1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	(50)(6)
TOTAL Market			100				100	

Mty= Market Maturity Indication Introduction / Growth / Maturity / Decline EOP= End of Planning period defined by user \$Sales Rank= Rank of Geographic unit in the dollar sales market.

Fig. 12n

STRATEGY SUMMARY

% Rank 12 Col.3	Share Growth Col.4	Maintain.	Color St	Terminate
.2 Col.3	Col.4	Cold		Çil7.
	1 27	P 7 1 1 1 1 1 1 1	201000000000000000000000000000000000000	the title and
	15.65 第 5.46 5.55 5.55 (2016年) 開発的 の	7 40 C 740 C 980 C	2.12	9 00
	6.700 (71)		2/8	

Geog.	Month		Month		Month		t A. Quarter T	otal/i
Unilš		-%	1	%	1	%	1972 100	.36
Geog. I Plan Actual	Cal.1 A. B.	Col.2						
Difference	C							, 10
Geog II Plan Actual								
Difference								
TOTAL Plan Actual								1
Difference	Mild Control							

Geog.	Year-to-D	alc			Period:		
Units	Plan	Actual	Diffe	rence **	Plan	Actual	2500 Difference (A
			# 7	- 77	•		建筑
(3-6-3-3-3-3-3-3-3-3-3-3-3-3-3-3-3-3-3-3	Col.1	Col-2	Col.3	Col4		rional rock processor	
							No.
· · · · · · · · · · · · · · · · · · ·	•			2.7.7			
				- 20			
TOTAL	<u> </u>		1	- 47/0			

Also in Dollars

PCT/US00/24780

Fig. 121

MARKET BREAKDOWN ACCORDING TO CONSUMER SEGMENT

Geographic i Units	Past ' Segment Size		Market Size		Segment Size		Coldinative W
and the second	ř	7.		*		P.PS.	
	CoL1	Col.2	Cel3	ColA	Col.5	Colle	Colffee Colf
			,		1	1207.5	ACCOUNTS OF
							Victorial Park
•	•					- A	Constitution of the
		100		100	,	100	100

Fig. 12s

INITIAL SELECTION OF TARGET CONSUMER SEGMENT

(Units) End of Planning Period Current Year Subsegments \$Seles Rank Sales Sales # Share % Col.6 Col.7 Col.8 Col.5 Col.4 Col.2 Col.3 ı. Col.i

Fig. 12

Subsegments	Past Y	Past Year		Past Year		Year .	Future Year	
	Sales #	Growth %	Sales #	Growt h %	Salca 2	Orcreds %	Sales #	Growth **
I. Col.I	Col.2	Col.3			Col.4	Col.5		
2.								
3.								
4.								
5.								

Fig. 12u

MARKET OVERVIEW PER SEGMENT AND GEOGRAPHIC UNIT

Geographic	Past Year	Past Year	Andrews France Ve
Units	Sales Growth :	Sales Growth	State Gmb State 765.0 State State State
	Col.1 Col.2		Cal. Cal.
Troffickiú z	E SPECIAL CONTRACTOR		

PCT/US00/24780

Fig. 13a

	The Brand		Brand I		Bran	Brand II		under	· Total Market	
Georgiania United		Share %	•	Share	•	Share %	•	Share %		Share %
., 20.41	CoLI	CoL2	Col.3	CoLA	Col. 5	Col.6	Col.7	Col.8	Col.9	CoL10
										600
•										100
										100

Fig. 13b

BRAND SHARES COMPARISON

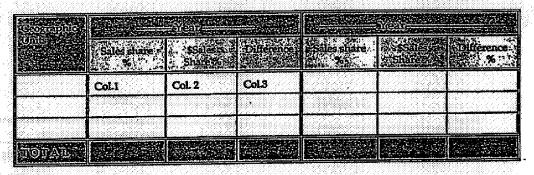


Fig. 13c

GROWTH RATES COMPARISON

Gargaphic S		Brand Sales		SMAN	Dend	
មិលិទ	Growth Rate %	\$Growth Rate %	Difference %	e-Growths - Rate (Caswinse Arane 2	
	Col. 1	Cøl. 2	Col. 3	CoL4	Col.5	Col.6
		·				
7(6) #/ATI - 5						

Fig. 13d

WINNING AND LOSING BRANDS

	Brands g	aining share:		Brands k	sing share	
Current	Year	End of Plannin	g Period Current \	/ear	End of Plannir	ıg Period
Brands	Gain	Brands	Gain Brands	Loss	Brands	Loss
Col. I	Col.2	Col.3	Cal.4 Cal. 5	CoL6	Col. 7	Col.8

Fig. 130

STRONG AND WEAK GEOGRAPHIC UNITS

Strong Geogra	phic Units		v	reak Geogr	aphic Units	
Current)		End of Plannin	g Period Current	Year	End of Plan Period	
Geog. Units	Share%	Geog. Units	Share* Geog. Units	Shace %	Geog. Units	Share %
Col. 1	Col. 2	Col.3	Col.4 Col.5	Col.6	Col.7	CoL8
					Ī	
Average			Average Stiare			

Fig. 13f

		Year			Year	
Geographic Units	Consumers (000)	Average Consumption	Sales	Consumers (000)	Average Consumption	Sales
	Col.1	Col. Z	Col.3			
TOTAL						

Fig. 13g CONSUMPTION SHARE ANALYSIS

Geog. Unit				Cons	umer (egment			(Units
			Year					Year ·	`
Col. 1	Consu	ners	Average	Sal	es	Consur	ners	Average	Sales
	(000)	%	Consumption	#	%	(000)	%	Consumptio	%
The BRAND	Cel 2	Col3	Col.4	Col.5	CoL6				
BRAND I									
BRAND II									
TOTAL		100			100		100		100

Fig13k CONSUMPTION PER CONSUMER SEGMENT

Col. 1	balan ke	3 XX	Year	t in a literaturatur	التأثير ما الماري			Year		
remove a valgage sign	Consu	mers	Average	Sale	: 5	Consu	mers	Average	Sale	5
i dalik Karamanan	(000)	%	Consumption	(000)	*	(000)	%	Consumptio	(000)	. %
Segment I	Col.2	CoL 3	Col.4	Col. 5	Col.6			•		
Segment II			85							
Segment III				1.66						
TOTAL		100			100		100			100

Fig. 13i

	%	Share %
1. Col. 1 Col. 2 Col. 3 Col. 4 Col. 5 Col. 6 Col. 7 Col. 8		
	Cal. 9	Col.10
2		

Fig. 13j

Geographic Rank Share % Competiting Units %	ompeting
	omberene
Units Brand Share % B	end Shere:
Col. 1 Col.2 Col.3 Col.4 Col.5 Col.6 Col.7 Col.8 Col.	9 .CoLI

Fig. 13 k

eographic Units		Fut	ure Year			Puture	year	
	Sales	Chunge %	Sluce %	Clunge %	Sales	Chang %	Share %	Chang %
	Col. 1	Col.2	Col.3	Col.4				
	1			1			Principal Control	

Fig. 131

rand Geographic	P	uturo Years	Transfer (1998)	AND THE STATE OF T	inne Vene	10.70 10 4 10.60 1-60
Init	Market Sales	Brand Sales		Market Sales		
	CoL1	Col.2	CoL3			

Fig. 13 m

SUMMARY OF BRAND SALES AND SHARE OBJECTIVES

Geographic		Current year	Tind gallimatard Design					
Units	Market	Brand	A Marie		Service and the service of the servi	14		
Sales	Sales Share %							
	CoLI	Col.2 Col.3	Col.4	Col.5	Col.6 Col.7 Col.8	CoL!		
TOTAL								

Fig. 13n RANKING OF GEOGRAPHIC UNITS ACCORDING TO SALES

Brand			Consur	ner Segment			(Unis)
	Major Sales	Growth			avujavšaja	jik sa	
Geographic Units	Querent Sales	EOP Sales	Difference	Geographic Units o			
I. Col. 1	Col.2	Col3	Col.4				
2.							
3.							<u> </u>
4.	_				<u> </u>		<u> </u>

EOP = End of Planning Period

Fig. 130 RANKING OF GEOGRAPHIC UNITS ACCORDING TO BRAND SHARE

	(Constant Land Constant Land C						
Geographic Units	Current Share %	EOP Share %	Difference	- Geographic Units	Gurrent Shere X e	Sor ×	,Dillerenc
I. CoLI	Col.2	Col.3	Col.4	Cal 5	ර	CoL7	Col.s
i.							

EOP = End of Planning Period

Fig. 13p

Geographic Units	Market Sales		Tagandas	de Projection	Director	
	Growth	Change %	Growth	day.	200	T Kank
1.						
2.						
TOTAL						

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Fig. 13: STRENGTH AND WEAKNESS ANALYSIS

	STRENGTH	Rank	WEAKNESS	Rank
I. Geographic Units	Cal. 1	CoL 2	CoLJ	Col.4
Average market share				
2. Consumer Segments				
3. Product Features				
of Products				
4 PRICE				
Average Price \$				
s, advertising				
MEDIA				
ADV. BUDGET				
sov.				
6 BRAND IMAGE				
Awarencen	<u> </u>			
Acceptances		-		
Preference				
Market Share				
7. PROMOTION				
				+
L DISTRIBUTION				
Distribution Image	V			
in a manifest in mo.	araditis <u>Si</u> t it			
9. Observations				

Fig. 13s

Geog. Units	-		Т	o t	a 1			
		Market	Sales			Brand	Sales	
	Plan	Actual	Difference	D#%	Plan	Actual	Difference	Diff. %
Col.1	Col.2	Co1.3	Col4	Col.5	Col.6	Col.7	country	colo
							188	40
· · · · · · · · · · · · · · · · · · ·							100	14.8 10.982
TOTAL		1					.,	~ u.co

Also in Dollar

Geographic Unit:

Fig.13t

COMPETITIVE SALES MONITOR Year: period Product Type

Brands	1		— т	o t	a 1			
		Brand S	ales			Brand	Shares	
	Plan	Actual	Difference	Dif%	Plan	Actual	Difference	Dif. 74
The Brand Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	COLE	60.19 20
Brand I							23.0	178
Brand II							## 7 J	烫
TOTAL							. 41-2	

Also in Dollar

Fig.13u

Geographic Uni	it:	SALES Brand	MONI	4 44.4	R CONS : period		₹ĢMENT	(Units)
Consumer Segments			— т	o t	a 1			
_		Brand \$	ales			Brand	Shares	
	Plan	Actual	Difference	Dif%	Plan	Actual	Difference	Dif. %
Segment I Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7	Col.8	Colo

and the first of the second of the control of the c

		 	
Segment II		1	
TOTAL			100
Also in Dollar			

TEGESTE TERRETES AN ENVERSE GEO. EL LA CERTA DE

- Harris and the same and the s		
		the first of the form of the first of the fi
The second of a second of the		
The section of some and security and section in	de en estructura en en el en el entre de la entre de l	
	Arraman a commencia e e e e e e e e e e e e e e e e e e e	
2	 * * * * * * * * * * * * * * * * * * *	Times and new analysis and seasons are selected in the first of the selection of the select

Fig.13

Y-T-D MONITOR

Brand		Year: Period	Con:	umer Segmen	t Product	Type (Units)
Geog. Units	Year-to-	Date		Period:		
Units	Plan	Actual	Differences	Plan	Actual	- Difference is a
			4 F 1848			199
			¥ 7005-1			
			70.00			
			A Land			
			13 60 67			
TOTAL			3 (3)			

Also in Dollars

H, 植作业中的黄色, A H 4 4 5 年 1989

Fig. 13w
BRAND SALES AND OBJECTIVES PER CONSUMER SEGMENT

Geog. Unit				Yea						(Unit
Consumeration	The E	rand	Bran	d I	Brai	ıd II	Rema	inder	Total I	Market
Segments Age	•	Share %		Share %		Share	•	Sture %	•	Share %
13 to 25 Col.1	Col.2	CoL3	Col4	Col.5	Col.6	Col.7	CoLt	Co.L9	Col.10	Colit
26 to 50										100
50 plus										100
TOTAL										100

Allso in Dollars

Subsegments			End of	Planning Perio	4	Major Competitos	Sele	ction
Salct #	Share %	Rank	Sales #	Share %	Renk		Pre	Tgt
I, Col.1 Col.2	CoLI	Col.4	Col.5	Col.6	Col.7	Cale: 75%	題	Cal.10
							¥	

Also in Dollars

Rank = ranking number according to market size
Pre= Preselection (step 66)
Tgt = target selection

Geographica	The Br	rand .	Branc	Į Į	Bran	d II	Rema	Inder	Total)	Aarket
Vice of the second		Share %		Share %	•	Share %	•	Sture %	•	Share %
Col.1	Col.2	Cold	Cold	Col.5	Cole	Co1.7	CoLS	CoL9	CoL10	Col. 11
										100
										100
TOTAL	ingistasis sam									100

Fig. 13z

Geog. Unit	•		ranaugeu 	Yea	r		a	July 18.		(Units
Consumers			Brand	1	Brand II		Remainder		Total Market	
Segments		Share	in order of the second of the	Share %		Share *		Share *		Share %
1. Col. 1	Col.2	CoL3	Cold	Col.5	Cole	Col.7	Cols	Col.9	CoL10	Col. 11
10000000000000000000000000000000000000										100
2					1					100
		-								100
10.		 								100

Allso in Dollars

SUMMARY OF SALES OBJECTIVES PER TARGET SEGMENT

Geographic	12 To	otal Market	() () () () () () () () () ()		Segment I 🔆	
ON SIGNATURE	Market Sales	Brand Sales	Brand Shares	Market Sales &	Brancia Galante	Brand SShare f
CoL1	Col.2	Col.3	Col.4	Col.5	Col.6	Col.7
il (o) to A time state of			7.4 6 50			

Consumere	The Br	and	Brand	1 .	Brand	11	Rema	inder	Total N	larket
Segment: Age		Share %		Share %	1	Share %		Share %		Shan %
13 to 25 Col.1	Col. 2	CoL3	Col.4	Col.5	Col.6	Cal	Cold	CoL9	Col.10	Cort
26 to 50										100
50 pilus									desire a Z	100
TOTAL	V	9 (2000)								100

Fig.13cc

BRAND OWNERSHIP SHARE VS. MARKET SHARE ANALYSIS

Geog, Unit Brands	Brand Sales	Brand Share	Ownership Share %	ablication
I. Col.1	Col.2	Col.3	Col.4	8197 S 11 12 1
2.		. <u>.</u>		
3				Fig. 5

Fig. 13dd

OVERVIEW OF BRAND OWNERSHIP PER GEOGRAPHIC UNIT

	Brand	•			Co	nsumer Segment	(Units)
	Geographic	Mr Y	Ϋ́e	ar 🎎		FOR THE STATE	
	porte person		rahip	386			
		F	Share	Sac	Puega		
	ZZBVIZEVI.	38 2		Col.4	CHE	38 JA 34 34 34 34 34 34 34 34 34 34 34 34 34	ACCOUNT OF THE PARTY OF
	Col.1	Col.2	COLD	COLA	COLD		
		_	-				
	FERRINGE CONTROL	94 BASSET WEST	CR SEWES		F/2 (0.5)		
	HOHALE BE				ESC.	MATERIAL STATES	
			70803	16. 3.000 or 11.	No reconstructions	udžas, snikleti litiki tik strate	1 4
385 610 4165 FS 5166 EV 883	56 8 6 6 4 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6 1 6				erite bi asalaranyi ya t		
	Santana specialista (1901).	e CO Co Consideração do como como como como como como como			protection in a species of		
	lares describiración de disconación						
					energe and a specific		
erikan di dan sebagai dan dan sebagai dan sebagai dan sebagai dan sebagai dan sebagai dan sebagai dan sebagai Terjah dan sebagai dan seb	Section of the contraction	- 				Toposticus.	, į
		:			Ann and Principles of the annual group		**************************************
					or et a mon consciousses		
					ideradadaga ayayayay		

Refuns Richard Bearings

Fig. 14a.

Geog. Unit		Year				
FINANCIAL	113(0)5(10	ir in real	UNI	ΓĪ	ואט	с п
INDICATORS	3 (000)		\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		is 100		100		100
Cost of Goods Co.1	Col.2	e colta	Col.4	Col.5	.Co.6	Co.7
REVENUE						
Revenue Adjustments			-,			
NET REVENUE					_	
Marketing Expense	B				_	
Selling Expense			7.5			
Other Direct Expenses						
TOTAL DIRECT EXP.		32.83				House Core
HRAND CONTRARRATIONS				2 DOMESTICATION OF THE PROPERTY OF THE PROPERT		
Indirect Expenses				ابر سال	•	
TOTAL EXPENSES w/a						(E-1-105
EUSKYESSIRCOME VA						
Allocations						
TOTAL EXPENSES						l new teams
STATES INCOME.						

w/a = without allocations

		YEAR			YEAR	
	PROD. TYPE	UNIT I	נו דוחט	PROD. TYPE	UNITI	·UNIT II
DISCOUNT	col.1	Co.2	Col.3			Alexander

Fig. 14b COMPARISON OF KEY FINANCIAL INDICATORS

Geog. Unit:			YEAR		(\$	000)
PRODUCE		(d)	(1) ARTORIO			
	BETTER	PRODUCT	COMPARED TO:	WORSE	PRODUCT	COMPARED TO:
SALES	Col.1	Col.2	Col3	Col.4	CoL5	CoL6
REVENUE	1.			1.		
INDICATORS	2.			2.		· ·
	3.			3.		
	4.			4.		
	5.			5.		
COST				1.	, ,	
INDICATORS	2.			2		
				3.		
	5.			4		
	5.			5.		
	6.			6.		
eren errenana erren errena erre	ar ja erai ja jag			Sir ereğeni kanıklı ji ili	tinetriklimed Varanaman andrama	
						####### ##############################

Fig. 14c

KEY FINANCIAL INDICATORS PER BRAND

Geog. Unit		Year		a marka a		
FINANCIAL	SPRODE	STEDY HE	BRANI	D 1	BRAN	o II
INDICATORS	(000)	511-1	\$ (000)	% of Sales	\$ (000)	% of Sales
SALES		2000		100 %		100 %
Cost of Goods Col.1	Col.2	Contraction of the second	Col.4	CoL5	Col.6	Col.7
Revenue Adjustments						
NET REVENUE					,	
Marketing Expense						
Selling Expense	•	F-82-32				
Other Direct Expenses						
TOTAL DIRECT EXP.		100000				(ezisasenesa
GDVilleraphicVI Birvid						
Indirect Expenses						
TOTAL EXPENSES w/a						
THE TOTAL STATES OF THE STATES						
Allocations						
TOTAL EXPENSES		7.0				
endémiesencoyus						

w/a = without allocations

Fig. 14d

Geog, Unit		COSI IIB	M ANALYS Year	19		(\$000)
	Problem	(cikinyiyi	חמט	CI	UND	TII
	E) ((co))		\$ (000)	% of Sales	\$ (000)	% of Sales
SALES				100 %		100 %
COST OF GOODS Col.1	Col.2	100000	Col.4	Col.5	CoL6	CoL7
REVENUE						
ADJUSTMENTS		多基高級				
Adjustment I		72 E 2 E 2				
Adjustment II		ow some reference	CONTRACTOR	(CAUS: 1508)	ERICHUSEUS	
NET REVENUE	No.			第二次		
MARKETING EXP.						
Advertising						
Promotion		多数数数				
Market Research		新教報				
Other		第				
SELLING EXPENSE .						
Sales Porce		医医肠				
Administration						
Other						<u> </u>
OTHER DIRECT EXP.						
Expense [
Expense II						
Expense III						6
INDIRECT EXPENSES		100000				
Expense I					<u>-</u>	
Expense II						
ALLOCATIONS		######################################	200-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-			1
Allocation I	91875	GG CALL	Designation of	164.78	STATE OF	
BUSINESS INCOME:	346	<u>j</u>	No.	IS N. MATE		
HURDLE RATE	1			1		

49125069934138

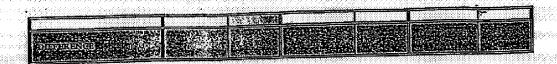


Fig. 14e COST ITEM ANALYSIS PER PRODUCT TYPE

eog, Unit			Year		(\$()60)
edp. Care		i la	TYP	E C	TYPE	11
	\$ (000)		\$ (000)	% of Sales	\$ (000)	% of Sales
SALES				100 %		100 %
COST OF GOODS Col.1	Col.2	100 MB	Col.4	Col.5	Col.6	Col.7
REVENUE	*					ļ
ADTUSTMENTS						
Adjustment I						
Adjustment II		E E E E E E E E E E		C CAN THE MENGER	VENUE DE MIN	1729 7028
NET REVENÜB				123		
MARKETING EXP.						
Advertising						
Promotion						
Market Research						
Other		(C. 5) (C. 1) (C				1
SELLING EXPENSE						
Sales Force	ļ	ESTATE OF				
Administration		60 (SEC.)				1
Other	ļ					1
OTHER DIRECT EXP.						
Expense I		E-100 COM	1000			
Expense II		25000000				
Expense III	1	POST CAN			1	
INDIRECT EXPENSES		100000				+
Expense I						_
Expense II		3,2402	<u> </u>			

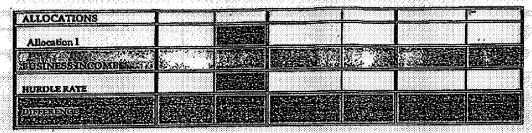


Fig. 14f

BREAK-EVEN ANALYSIS

Geog. Unit	Year	
	The Product	Companion
	\$ (000)	\$50,5(000)
RETAIL PRICE Col.1	Col.2	G518) 54 5 5 5 5 5 5
MARKETING EXPENSE		
SELLING EXPENSE		
OTHER DIRECT EXPENSE		
INDIRECT EXPENSE		
ALLOCATIONS		
TOTAL FIXED COSTS		
VARIMBUI (COSTS) (237 tüül)		
QUANTITY INCREMENT		
DISCOUNT RATE %		

PROFIT/LOSS %	PROFIT/LOSS %-
Col.2	Col.3
	•

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These two charts are next to one another on the screen.

P&LANALYSIS AT DIFFERENT SALES LEVELS

Geog. Unit	Ye	er		Product Type				ואט	
FINANCIAL	ACTIVITION A		VERSION L		VERSION IL		VERSION III.		
INDICATORS		90.	\$ (000)	% Sales	S (000)	% Sales	(000) S	% Sales	
SALES		1001		100		100		100	
Cost of Goods Col.1	GOD2		Col.4	Col. 5	Col.6	Col.7	Col.8	Col.8	
NET BUSINESS INCOME									
Marketing expense				÷					
Selling expense									
Other direct expenses									
DIRECT EXPENSE				1 10 10 7 17 17	ENGINEERS	Table 1	STEEL STATE	A PERSONAL PROPERTY.	
COMUNICATION (COMUNICATION)									
Indirect expense		S-100-20			ESVACOTE A				
INCOVE WA				0.783					
Allocations									
TOTAL EXPENSE									
เหตุลาราจจะสาเรตเองกร									
DIFFERENCE In:									
evisa 20 a section									
TOND									
istories -									
SALES INCREASE	. %					DISC	OUNT %	6:	

Consumer Segments		Year	SILITY COM	.FAKI3U	Product type		
FINANCIAL	Geog, Unit I		Geog, Unit II		Geog. Unit III		
INDICATORS	\$ (000)	% of Sales	\$ (000)	% of Sales	\$ (000)	% of Sales	
SALES		100		100		100	
Cost of Goods Col.1	Col.2	Col.3	Col.4	Col.5	Col.6	Cel.7	
REVENUE							
Revenue Adjustments							
NET REVENUE							
Marketing Expense							
Selling Expense							
Other Direct Expenses							
TOTAL DIRECT EXP.							
BRANDAY CONTRIBUTION							
BUSINESSINCOMES,	5000 - 1						

w/a = without allocations

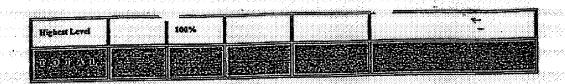


Fig. 18p

RANKING OF ADVERTISING EFFICIENCY

	Geographic Units	Sale: /\$10,000	Brand Share %	Major Media
ı.	Col.i	Col.2	Cel-3	Col.4
2.				
1.				
4				
5. 6.				

Fig. 18r

ADVERTISING STRATEGY COMPARISON

Unit

Geog. Unit		. 1	Year		(Umits)
			1477 - 1173 - 1710 (121 - 13 (131)	S11:7 500:00	o Filgra (edhira
The Brand Col. I	Coli	Cot3	CHA	Col.5	Cols
Brand I	-				
Brand II			32.0	÷	
TOTAL					

Fig. 18s

ADVERTISING SPENDING MONITOR Geog. Unit Year/Period Brand MARKUT Difference Plan Actual Plan Actual Plan Actual Difference MEDIUM I Col.1 Col.2 Col.3 Col.4 Col.5 Col.4 Col.5 Col.4 Col.7 Col.8 Col.9 MEDIUM II MEDIUM II MEDIUM III Col.1 Col.2 Col.3 Col.4 Col.5 Col.4 Col.5 Col.5 Col.5 Col.6 Col.7 Col.8 Col.9

Fig.18t CAMPAIGN EVALUATION

Geog. Unit	Yea	r	Consumer Segment Brand						
1000				NAME OF THE OWNER.			i ilimainta la el Si		
i i ka Albana d				MARKET .	FIRE STATE	Name :	mic	Wanti .	
Yeb della	Col.2	Col.3	Col.4	Col.S	Col.6	Col.7	Col.8	Cols	
Vehide III									
Vehide 1178.									
yésidely A									
TOTAL TOTAL	•								

Bases Consumer Base

Fig.18u YEARLY OVERVIEW

Geog. Unit						7.		
					SALE OF SALE OF SALE			
		ISA BE	於新華	66 × 10	THE STATE OF		Avenue.	
Cold Cold	Col.3	Col.4	Col.5	Cel.6	Col.7	Cel.8	Col.9	
200.00000000000000000000000000000000000		ļ						
Preference %								

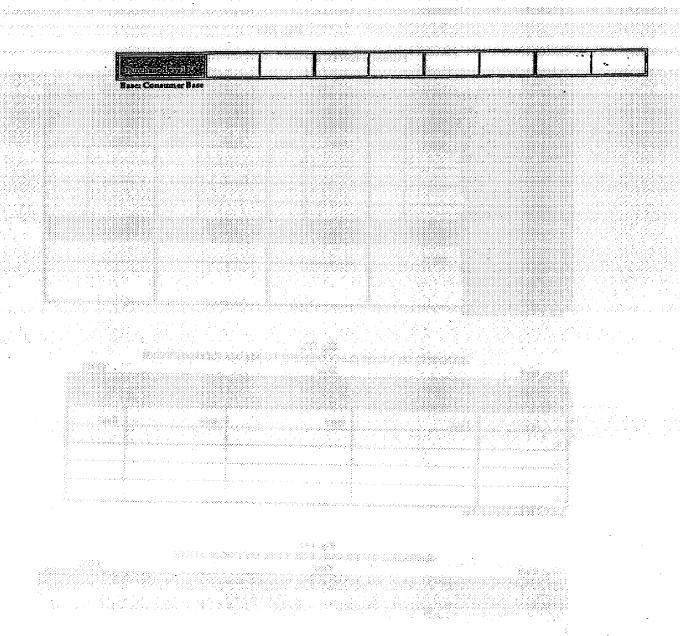


Fig. 19a

leog, Unit	Year					(\$000)		
		100 E			200	(4.0)	100	
BASSA CONTRA	CoL2	Col.3	CaL4	Cals	Col.6	Cst.7	Cold	Cats
Principle Company								
Production Value 4								
							(
				200		(600)		
	100 %							
osai veitra eita								

S. O. P. = Share of promotion

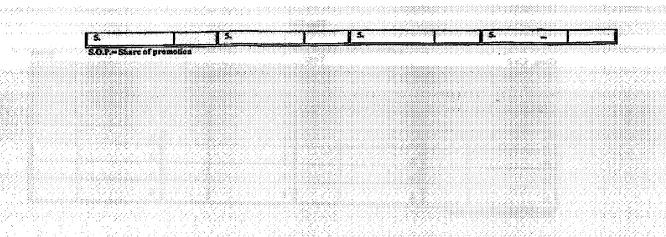
Fig. 19b RANKING OF BRANDS ACCORDING TO MEDIA EXPENDITURE

Geog. Unit		Year		(000)
	Gromotone (Expendience)	. ::::::::::::::::::::::::::::::::::::	alanja G	
i. Coli	CHZ	Col3	Col.4	Cel.5
•				
4.				
5.				

S.Q.V. - Share of promotion

Fig. 19c RANKING OF BRANDS PER TYPE OF PROMOTION

Geog. Unit	فصفائد بالمارية		Year			(00	O) Tananaria
\$500,0000X		SERVICE ON CONTOR	翻旋	enomenos		1200000	jiy k
	ESPECIAL DESIGNATION OF THE PERSON OF THE PE		6026	a terrain	Śń?	Section 1	850925
I. Coli	CoL2	1.		1.			
2.		2,		2		2	5068 (1.55)
3.		3.		3.		3.	<u> </u>
4.		4.		4		4.	
			Towns to the second	The same of the sa		And the second s	The second second



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- Particular consideration and processing and account of			
- Marianan Bara			
		3/30383848484848494464649444	
		1.500 24.600.000 (1.500 (1.500)	

Fig. 19d

eog. Unit							
	25,528		を表現	ry romother to person	表示规		6023
L. Col.i	Col.2	t.		Ŀ		ı.	
2		2		2		1	
3.		3.		3.		3.	
4		*		4.			

S.O.P. - Share of promotion

Fig. c
OVERVIEW OF PROMOTIONAL EXPENDITURE

Type of Promotion				*** *********************************				
unia		100.00		20.5		3.96		13.5
(D:M)	Col.2	CND	Col.A	Colis	Col.6	Col.7	Cel.8	Cot.9
\$1,000 and 100								
innedit pri v								
Solve Con								5(0)
Shiron Programus								

ন কলে কলে সাম্প্রতার বিশ্বসার হল স্পর্যর স্থানের জন্ম **মার্টি (১৫** জনস্ঠিত) বিশ্বস্থিত বিশ্বস্থিত বিশ্বস্থিত বিশ্বস্থান স্থানির বিশ্বস্থান স্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থান স্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থানির বিশ্বস্থান স্থানির বিশ্বস্থানির বিশ্বস্থানির বিশ্বস্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থান স্থানির বিশ্বস্থানির বিশ্বস্থানির বিশ্বস্থান স্থানির বিশ্বস্থানির বিশ্বস্থান

Geographic unit	l/er			
Types of Promotion	Description/Objective	Effectiveness Ratio %	Cost Efficiency	Brands Using
Col.I	Coli2	Col3	Col.4	C6l.5

Fig. 19g

Geographie unit		Year		
CAMPAIGNS		ı		u ·
OBJECTIVE				
TARGET	•			
Type of Promotion				
SIZE			TATALON CONTRACTOR DE CONTRACT	
ijin ara se se s				
TIMING				
RATIONALE				
SALES TARGET				
	9		of the book a ball of	100 (4) (4) (4) (4) (4) (4) (4) (4) (4) (4)

Fig. 198

PROMOTION STRATEGY OVERVIEW

Geographic	Promotion B	udget	% of	Advertising B	udget	Campaign	Campaige II	Campalgu III			
Units	S.	1 %	Adv. Budget	S	 %						
Col.i	CeL2	CoLI	Col.4	Col,5	Col.6	Col.7	Célš	Col.9			
Highest Level											
Total				en energy see	一要						

Fig. 19i

yperof	Скар	ilga Size	SALES TA	RCETS	BUDG	SALES!		
romodos	(600)	5/008	(000)	96	(000)	*	\$10,000	
Colit	Col.2	CoLJ	Colf	CoLS	Cot.6	Col.7	Col.8 ·	
	-							
				in contract				
vew Type								

Fig. 19j

Types of	Sirrof	S*I	es Targets			Sales Actual		Budget
Promotion	Campaign	(000)	Response Rate	Valt/S	(000)	Response Rate	Unit/S	s (000)
CoLI	CoL2	CoL3	CoLI	CoLS	Col.6	CoL7	CoUS	Col.9
							,	
TOTAL								

Fig. 19K

RANKING OF PROMOTIONS ACCORDING TO COST EFFICIENCY

Geog. Unit Types of Promotion	Size of Campaign	Satca (090)	Effectiveness Ratio	Ualts Sold / 5 10,000	Budget S (000)
1. Coli	Col.2	ColD	Col.4	Cot.5	Col.6
2 .					
•					
4.					
s.					
6,				<u> </u>	

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